

Exhibit A, Part 3

Consumer Perception Of Ultreo Advertising Claims – Verbatim Responses

Q. 16: What is the benefit of the ultrasound?

<u>ID #</u>	<u>Q. 16 Response</u>
100004	A new way to effectively brush.
100005	Ultrasound assists in the breakdown of plaque which is then easily caught by the bristles of the brush.
100006	loosens plaque faster
100008	NA
100009	cleaner teeth longer lasting brush heads
100017	shuts off when recommended brushing time is up
100020	As an adjunct to regular brushing or mechanically augmented brushing activities, ultrasound should only prove additionally beneficial, unless of course, there is some adverse impact of the sonic vibrations (frequency) on other tissue in the head and
100027	far superior cleaning of tooth surfaces
100028	It cleans better than other toothbrushes and effectively removes plaque.
100029	The feel and the bubbles
100030	Strength in directing the use of the bristles and the bubbles.
100031	gets to every crevice of your teeth
100032	Supposedly does a better job to combat gingivitis, remove plaque.
100034	cleaning is better due to the millions of tiny bubbles.
100037	Deeper cleaning.
100038	It provides a deeper cleaning
100042	The ultra sound is gentler to your teeth, gums and dental work because it's not as harsh as bristles can be.
100043	helps remove plaque
100046	better cleaning
100048	It helps decrease gum disease - ginivitis
100050	CLEANS TEETH BETTER
100052	fightes gum disease such as gingitavis
100053	By getting a better clean
100055	cleaner teeth and gums faster
100058	Provides a deeper cleaning
100059	as said before its gets into other spaces therefore doing a more thorough job
100060	cleans better then a manuel brush
100062	more power than brushing alone
100065	teeth are whiter and helps prevent gum disease
100066	Prevents gum disease, destroys plaque.
100069	Faster, cleaner teeth, gets in tight places

Consumer Perception Of Ultreo Advertising Claims – Verbatim Responses

Q. 16: What is the benefit of the ultrasound?

- 100070 teeth cleaned
- 100072 Cleaner, healthier teeth
- 100074 Adds a 2nd physical cleaning method beyond just standard bristle brushing.
- 100076 better cleaning
- 100077 I cleans your teeth better but isn't harsh on your teeth. It removes 90% of plaque within the first minute of brushing. It's been proven to be effective in preventing gingivitis.
- 100082 deep cleans teeth, helping to remove stains and help gums
- 100084 cleans better
- 100092 cleaner teeth
- 100094 it will clean in places that the brushes can't reach
- 100102 ??
- 100104 cleaner, whiter, more healthy teeth and gums
- 100106 cleaner teeth, less plaque build up, less chance of gingivitis
- 100107 it helps power stains away and helps reverse gingivitis
- 100111 cleans their teeth
- 100112 To clean stains
- 100114 cleans as never befor
- 100118 It does a much more thorough cleaning than a regular brush.
- 100123 gnetle way to remove tough plaque
- 100126 I believe that the claim was that up to 2 weeks after starting use with the product, the user will see a noticable difference in teeth coloring and less plaque and tartar.
- 100128 clean teeth, less plaque and whiter teeth.
- 100132 Cleans teeth better
- 100137 keeps your teeth cleaner
- 100140 It allows the brush to remove plaque more readily; as well as reach into crevices or areas other brushes may not.
- 100147 cleans better
- 100149 cleans teeth and gums better
- 100154 it makes the bubbles get rid of the placque
- 100156 cleaner whiter teeth
- 100162 cleans teeth more efficiently than traditional toothbrushing, and possible even more so than competing electric toothbrushes
- 100165 The brush works and cleans your teeth.
- 100166 cleaner teeth and gums
- 100167 It loosens bacteria and debris.
- 100169 helps clean the teeth more than traditional and electric brushes

Consumer Perception Of Ultreo Advertising Claims – Verbatim Responses

Q. 16: What is the benefit of the ultrasound?

- 100188 Most of the current electric toothbrushes clean better than manual ones but this one proposes to clean plaque deeper and remove stains.
- 100190 removes more plaque
- 100193 Improve gingivitis. (bad gums) Removed deep down plaque. Controlled tartar build up.
- 100199 better cleaning for healthier teeth and gums
- 100203 a deeper, more thorough cleaning of surfaces
- 100205 cleans better and produces whiter teeth in 30 days
- 100209 helps clean your teeth better, but i'm not sure if i understand why - other than the bubbles
- 100214 Cleans teeth better. Bubbles are what makes cleaning possible such as soap bubbles, laundry detergent bubbles, etc. The ultrasound creates bubbles to achieve better tooth brushing results.
- 100216 i'm not sure as i can't remember
- 100224 cleaner, whiter, healthier teeth.
- 100225 deeper cleaning
- 100228 helps you brush all parts of mouth equally, lets you know how long to brush in total, lets you know when to change the head, whitens teeth, gets hard to reach areas and stops gingivitis
- 100230 removes 95% of plaque in harder to reach places
- 100234 cleanser gum & teeth
- 100237 Don't really know
- 100238 It has a timer on it, and lets you know when the battery needs to be recharged. It also lets you know when the brush head needs to be changed.
- 100240 cleans better
- 100243 n/a
- 100246 It covers more area.
- 100362 Cleaner teeth
- 100363 clean plaque better, help reduce gingivitis
- 100365 does a better job
- 100367 I thought I answered that. It loosens the plaque from the tooth surfaces to be washed away.
- 100370 cleaner teeth, gums dislodging plaque and food
- 100371 2 minute timer, 30 second intervals
- 100373 It does a better job of cleaning
- 100375 cleans better
- 100376 Deep cleaning, gets into 'pockets'.
- 100381 Cleans more plaque from the teeth is the claim
- 100385 It cleans where the brush alone can't, down between the teeth and gums
- 100389 Cleans your teeth better

Consumer Perception Of Ultreo Advertising Claims – Verbatim Responses

Q. 16: What is the benefit of the ultrasound?

- 100391 cleans faster and better
- 100392 Whitens teeth
- 100397 rid of plaque
- 100399 It cleans teeth
- 100401 Cleans teeth better - supposed to beat the competition.
- 100402 it gets rid of plaque better than other toothbrushes and it cleans hard to reach places.
- 100413 clean teeth
- 100415 I have answered this question several times, better cleaning ability plus added features i.e. battery condition, brush condition, brushing timer etc.
- 100417 cleaner teeth
- 100418 better cleaning
- 100422 plaque should be removed easier than mechanical methods such as brushing
- 100427 deeper cleaning where brush heads may not reach
- 100428 Your not brushing the gums as hard as before.
- 100430 deeper cleaning
- 100436 long lasting clean feeling
- 100437 It can help remove most plaque and reduce gingivitis.
- 300005 dislodges some particles not easily reached with the brush.
- 300006 less impact, same performance
- 300014 It removes plaque, reduces gingivitis, helps whiten teeth by removing stains
- 300015 Better over all cleaning
- 300016 Good and complete tooth care
- 300018 better cleaning, whiter teeth
- 300025 less pressure
- 300027 As previously stated.
- 300029 Creates a cleaner atmosphere for the teeth.
- 300032 sound vibration loosens plaque and food particles
- 300038 Teeth are cleaner faster and more effeciently
- 300045 cleans better
- 300046 Destroys plaque better than hand brushing, also treats gingivitis.
- 300047 Helps to remove more plaque than a regular toothbrush
- 300051 Preventive dental care.
- 300059 cleans faster than other types of power toothbrush
- 300060 It does a better job.
- 300062 supposedly it uses new technology

Consumer Perception Of Ultreo Advertising Claims – Verbatim Responses

Q. 16: What is the benefit of the ultrasound?

- 300067 more advanced
- 300069 non-invasive cleaning process
- 300070 cleaner teeth
- 300074 better clean
- 300077 Cleans teeth. aids gums, whittens teeth.
- 300078 Better cleaning, removes 95% of plaque, reduces gingivitis
- 300079 cleans better and faster than a conventional toothbrush
- 300080 break down plaque
- 300081 clean
- 300082 I didnt quite understand that part.
- 300090 reduces gingavites
- 300097 cleans teeth whiter and gets rid of plaque
- 300102 I suspect that it serves in a way asbeing somewhat abrasive to the tooth surface
- 300103 helps remove more plaque and gunk
- 300105 it scrubs the teeth without scratching them
- 300106 CLEANER TEETH
- 300112 new way to clean teeth
- 300113 It is gentle on your gums and safe to use on a daily basis.
- 300115 Works for a better clean
- 300116 dont know
- 300118 Removes more plaque faster
- 300119 Cleaner, healthier, whiter teeth, including the reduction of gingivitis.
- 300122 It sounds as though it will clean more thoroughly than a regular battery powered tooth brush.
- 300123 deeper cleaning, gentle,
- 300124 helps to remove plaques to get teeth clean
- 300125 deeper cleaning, will help with plaque and gum problems
- 300126 cleaner teeth, healthy gums, whiter teeth
- 300127 provides a rinse as well as brush.
- 300132 it gives a deeper cleaning feeling for longer
- 300137 created the mircobubbles
- 300139 cleaner whitter teeth
- 300148 helps remove more plaque
- 300149 It is harmless but effective.
- 300150 cleanes the teeth better than a manual toothbrush

Consumer Perception Of Ultreo Advertising Claims – Verbatim Responses

Q. 16: What is the benefit of the ultrasound?

- 300153 not sure
- 300157 it helps to remove plaque and stains better than other power toothbrushes
- 300160 deep cleaning, stimulation of gums
- 300166 ultrasonic cleaning
- 300167 cleaner teeth, less tooth decay, and less gum disease
- 300173 Massages the gums as well as helps cleaning process
- 300174 don't remember. Breaks up plaque? Cleans under gumline better than regular toothbrush?
- 300175 reduced gingivitis
- 300176 helps clean better
- 300178 loosens plaque and sends bubbles to aide cleaning
- 300179 a extremely high energy wave length that can damage things that vibrate at the same frequency
- 300180 it helps give whiter teeth, healthier gums, and cleaner feeling
- 300182 It keeps the teeth cleaner
- 300188 breaks up plaque...causes teeth to be cleaner
- 300261 better cleaning, and help with gum health
- 300265 Helps increase cleaning effect of toothpaste
- 300267 cleans more surface in shorter time
- 300268 greater penetration into hard to reach areas resulting in faster more thorough cleaning within same timeframe.
- 300271 Thoroughness
- 300272 better clean
- 300275 Saves on dentist bills
- 300276 It creates microbubbles that clean your teeth better.
- 300277 better clean
- 300278 Cleaner and whiter teeth.
- 300288 cleans plaque and whitens teeth
- 300291 cleaner teeth, prevents gum and tooth decay.
- 300292 Whiter and cleaner teeth.
- 300293 See the previous answer, the ability to loosen debris.
- 300296 removes more plaque; gets in to hard to reach places better
- 300301 It could clean better between teeth.

Consumer Perception Of Ultreo Advertising Claims – Verbatim Responses

Q. 19: What is the benefit of a deep feeling of clean?

<u>ID #</u>	<u>Q. 19 Response</u>
100004	Motivation to brush more often.
100005	Deep feeling of clean means that people can feel more confident about how clean their teeth are, both hygenically and cosmetically.
100006	reduced plaque
100008	It means it actually works.
100017	makes your mouth feel fresh
100027	let's you know that you have a clean mouth and fresh mouth along with cleaner teeth
100028	You have longer lasting fresher breath and obviously cleaner teeth and gums!
100029	you will know that you brushed your teeth well
100030	A deep feeling of clean means that the feeling will last longer than a brushing of less depth.
100031	a fresh and clean mouth is a good feeling.
100032	Infers your mouth will stay fresher longer and that would imply you don't have to be concerned about bad breath
100034	It makes your mouth feel fresh and your breath feel fresh. I personally feel if your mouth feels clean you feel clean all over.
100037	Better cleaning than you can get with any other brushing.
100038	User wouldn't feel the need to purchase more chemicals or special toothpaste/rinses to achieve that feeling
100042	You feel like you are actually getting your teeth clean. It said it can remove 95% of plaque in the first minute of using it.
100043	your mouth feels cleaner
100044	not sure
100046	good for gums and teeth
100048	That your teeth are as white as they can be and your gums are free of disease
100049	feel good about one's self.
100050	LASTS LONGER
100052	makes your mouth tingle
100053	It makes your teeth feel better and look better.
100055	sekf explainotory it feels clean
100058	Your teeth and mouth are so well cleaned that you experience a fresher feeling ove other methods.
100059	ou know that your teeth and everything else in your mouth as been treated properly
100060	you feel better about yourself
100062	pleasant , comfortable mouth
100065	removes plaque immediately
100069	Mouth has less cavities, gingivites, and less stains

Consumer Perception Of Ultreo Advertising Claims – Verbatim Responses

Q. 19: What is the benefit of a deep feeling of clean?

100070 mouth fresh
100072 Um...your teeth are clean! :)
100076 prevent gum disease
100084 less plague, less gingivitis, whiter teeth
100092 sound waves penetrate to deeper areas
100094 your whole mouth is cleaner and teeth whiter, and healthier
100104 More healthy for gums and teeth
100107 If you feel a deep clean then you know that your teeth have been thoroughly cleaned
100111 you won't get cavities or have other problems with your teeth or gums and your mouth will feel cleaner
100114 if it feels clean, it no doubt is
100119 whitens teeth
100122 feeling deep clean
100131 reduces gum disease and cavities
100133 na
100137 makes you have more confidence when you smile
100140 Deep feeling of clean would be similar to the feeling after a Dental Technician completes cleaning the teeth.
100147 Better than other brushes
100149 the deep feeling of clean
100153 makes you feel like you just came from the dentist
100166 better breath and teeth health
100167 Your mouth feels fresher.
100169 are you really asking this? peace of mind. cleaner teeth.
100179 it makes your mouth feel better
100188 Everyone is aware of the feeling of their teeth needing to be brushed and sometimes, even with brushing, they still have pockets of unclear feeling areas. This toothbrush proposes to eliminate that feeling.
100190 Good oral health
100193 Makes you feel fresh and well groomed. Your mouth and breath is one of your most important accessories.
100199 teeth feel cleaner
100204 lasts longer than others
100205 user is more confident in public
100209 if you feel clean than you probably are and if this toothbrush makes you feel cleaner than others you would want to buy it
100214 no opinion

Consumer Perception Of Ultreo Advertising Claims – Verbatim Responses

Q. 19: What is the benefit of a deep feeling of clean?

- 100216 more brushing than a regular power brush
- 100219 lots of them, it's healthier for your teeth and gums.
- 100224 really clean teeth, reduces gingivitis
- 100225 removes build up of plaque
- 100231 Maximum tooth cleaning you can get
- 100234 less gum disease less cavities
- 100237 The cleaner the teeth are, the less chance of plaque to form
- 100238 If your teeth have the benefit of a deep feeling of clean, you probably will have fresh breath for a longer amount of time than with another toothbrush. My definition of deep feeling of clean would be the same feeling (or very close to) the feeling you have
- 100246 You know that your whole mouth is clean
- 100356 satisfaction of a job well done.
- 100362 Feeling good that teeth are very clean
- 100363 mouth feels fresher
- 100365 feel clean
- 100368 the point of brushing one's teeth is to clean them; the more effective the cleaning, the better.
- 100370 confident that you have cleaned sufficiently
- 100371 healthy mouth, fresher breathe
- 100373 Teeth feel better, feel better about close personal contact through the day
- 100375 smoother teeth
- 100376 You are getting the tartar and plaque out of the teeth.
- 100385 I don't know. I have never felt that way
- 100397 healthy
- 100399 Fresh breath and clean teeth
- 100401 Psychological, based on a slight fact.
- 100402 your mouth will feel fresher
- 100405 healthy teeth and gums
- 100413 makes you think you did a better job of cleaning your teeth than an old fashioned manual toothbrush
- 100415 Freshness and a clean mouth sensation. Tooth whitening is an added visual plus.
- 100418 Getting rid of more plaque.
- 100420 whiter smiles
- 100422 emotional. one feels better about their teeth because they feel clean.
- 100427 Might want to brush more often to maintain feeling thereby promoting better oral hygiene
- 100428 It is a better clean than all others.
- 100429 It is good that it not only cleans but also gives the deep feeling of clean

Consumer Perception Of Ultreo Advertising Claims – Verbatim Responses

Q. 19: What is the benefit of a deep feeling of clean?

100430 fresher mouth
100436 fresh all day
100437 It can reduce the level of cavities as well as gum disease- people can keep their teeth longer.
300005 If you have a deep feeling of clean, then your mouth and teeth must be cleaner.
300011 You feel more comfortable knowing that your mouth has been well-cleaned and will be less prone to disease and cavities.
300013 Because a deep feeling clean includes around the gumline, which promotes longer lasting dental health.
300014 Clean teeth feel better (smoother) than teeth with plaque, so you'll be more likely to continue to brush. And you'll be less likely to have gingivitis, which can hurt and cause bleeding.
300015 Knowing your mouth and breath is fresher
300016 Insures good dental care
300018 gives you a much better feel after brushing
300025 refreshing
300028 peace of mind if nothing else
300029 A better feeling about dental hygiene.
300030 less probability of having any sort of gum disease
300032 mouth feels clean plaque has been removed
300038 Encourages proper dental health
300045 get rid of bacteria
300046 Indicates plaque isn't building up, and possibly less risk of gingivitis.
300051 It will help remove bacteria.
300059 the user feels like the entire tooth is clean, and the clean extends below the surface of the tooth
300060 I am not sure, but the psychological aspect would help if nothing else.
300062 you feel like you've just been to the dentist
300064 Feel soothing to my gums
300065 cleans teeth more thoroughly
300069 tooth decay free
300070 a fresh mouth
300074 Feel better. Less bacteria
300078 Less plaque, whiter teeth, reduced gingivitis.
300079 smooth surfaced shiny teeth
300080 all the cracks
300081 better oral hygiene

Consumer Perception Of Ultreo Advertising Claims – Verbatim Responses

Q. 19: What is the benefit of a deep feeling of clean?

- 300082 When I brush my teeth, I like for my teeth to feel clean. This product sounds like it would give me that.
- 300086 idk
- 300090 can't remember
- 300097 less plaque and whiter smile
- 300102 Part of it is psychological as one can a clean crisp feeling in their mouth, and the clean easy feeling such as when your teeth are cleaned. Another part is emotional as one feels they have clean teeth and they are more confident in face to face convers
- 300103 you feel better about your teeth and breath
- 300105 dental health. deep feeling of clean means no plaque
- 300112 deep feeling equals actual deep more thorough cleaning
- 300115 This gives you a more overall clean feeling not just on the front or back of the tooth but also in between teeth and on the gums.
- 300116 like going to the denist clean
- 300118 Healthier teeth and gums
- 300119 Having a deep feeling of clean provides a sense that our teeth/mouth is clean. Clean equates with healthy when it comes to our oral health.
- 300122 It helps stop tooth decay and helps to keep your breath fresh smelling.
- 300125 gum problems and plaque
- 300132 it feels clean longer
- 300137 gives the mouth a cleaner feeling longer and keeps the teeth clean between cleanings
- 300149 Removing plaque and other particles of food HAS to leave a persons mouth with a feeling of clean.
- 300150 it feels like you have just had your teeth cleaned by a hygienist
- 300152 it feels better
- 300157 who doesn't want to feel like they just had a dentist cleaning right after they brush their teeth?
- 300160 cleaning of gums
- 300167 You are more likely to brush everyday. You will not want to miss a day because you like the feeling of having cleaner teeth. Also, this is an interest to me because the dentist are now telling you that you need a deep cleaning and that will cost mor
- 300168 clean all of your teeth not just on the surface
- 300176 people like their teeth to feel clean
- 300180 your teeth will be healthier
- 300182 You Probably have a better smelling breath, plus much cleaner teeth.
- 300188 keeps gum disease from starting or growing
- 300261 get rid of deep seated plaque and fresher mouth
- 300265 Doesn't seem quantitative from a healthy standpoint, but should make the user happier

Consumer Perception Of Ultreo Advertising Claims – Verbatim Responses

Q. 19: What is the benefit of a deep feeling of clean?

300268	'fresher' mouth; knowledge that cleaning was thorough.
300272	feels better
300275	Any good feeling is good
300278	Understanding what a clean mouth feels like
300284	the user feels as if their teeth are cleaner
300288	your mouth feels better
300291	cleaner mouth, breath clean and prevents decay
300293	Now this is redundant.
300301	less flossing

**SCREEN SHOTS OF SURVEY
QUESTIONNAIRE AS IT APPEARED
ON SCREEN TO RESPONDENTS**

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Oral Care Survey

During the survey, please do not use your browser's **FORWARD** and **BACK** buttons. Instead, please always use the buttons below to move backward and forward through the survey.

Simply click on the forward arrow at the bottom of the page to begin the survey.



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The progress bar below indicates approximately what portion of the survey you have completed.

Welcome! This survey is about dental care. We will begin by asking you some basic classification questions that will help us customize the survey for you. Please be assured that all responses will remain confidential.

Are you...?

- ☐ Male
- ☐ Female

In what year were you born? Please enter as a four-digit number, e.g., 1963.

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Navigation: Home, Feeds (1), Print, Research, Page, Tools

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In what country or region do you currently reside?

Please choose one .

- United States .
- Argentina .
- Australia .
- Austria .
- Belgium .
- Brazil .
- Canada .
- Chile .
- China .
- Costa Rica .
- Denmark .
- Egypt .
- England .
- Finland .
- France .

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Please choose one .

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Alaska .

Arizona .

Arkansas .

California .

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Connecticut .

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District of Columbia .

Florida .

RESUME LATER

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What is your zip code? Please enter only the first five digits.

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PROGRESS 0%

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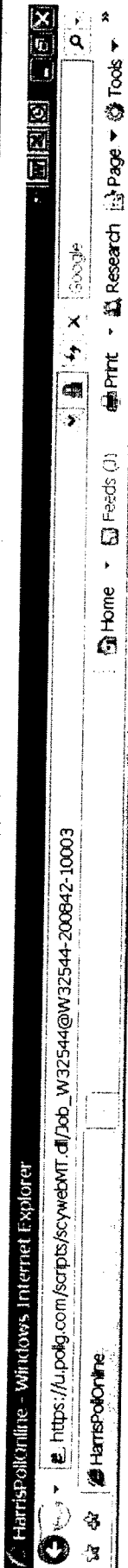
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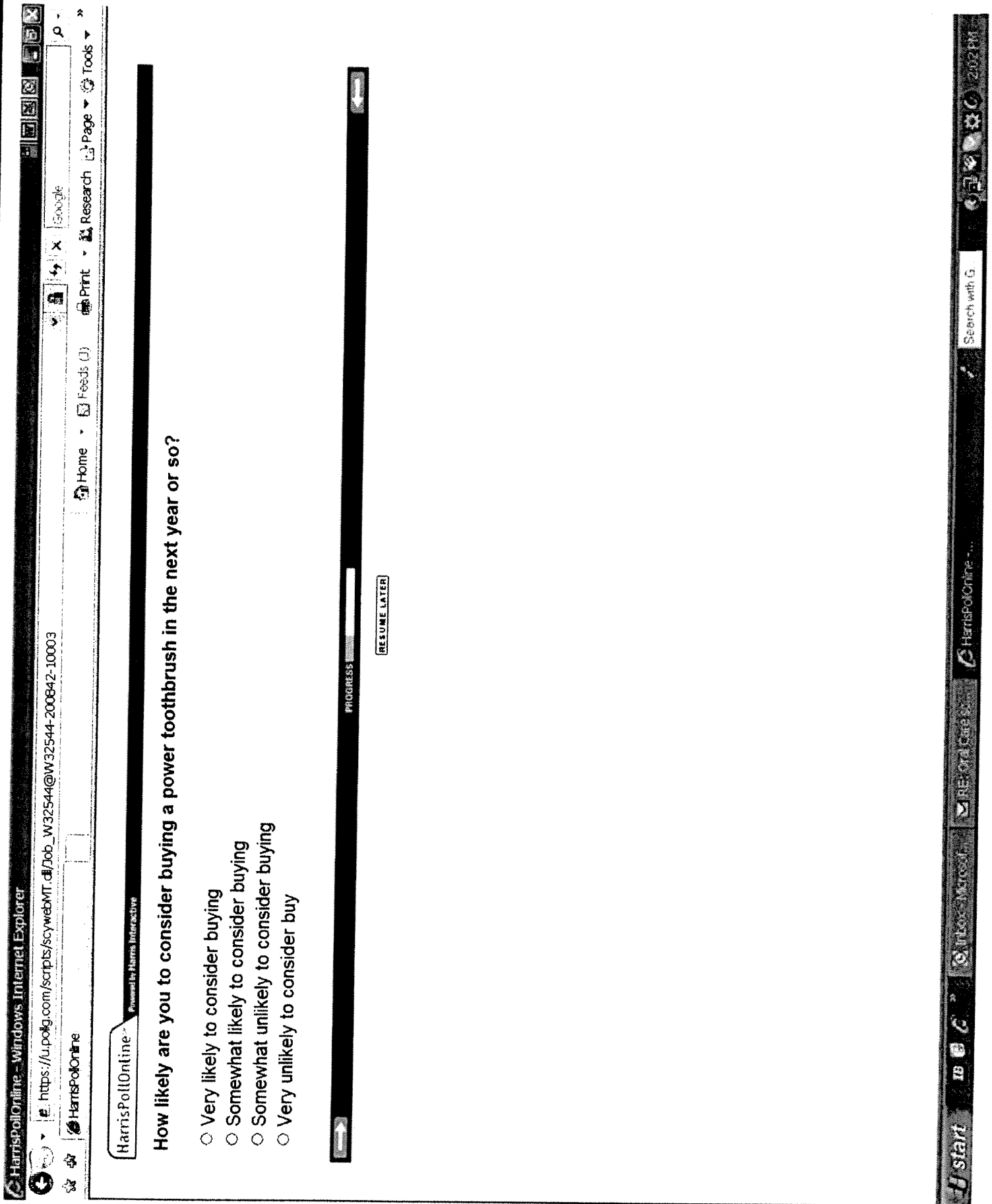
What do you use to brush your teeth? Please select only one response.

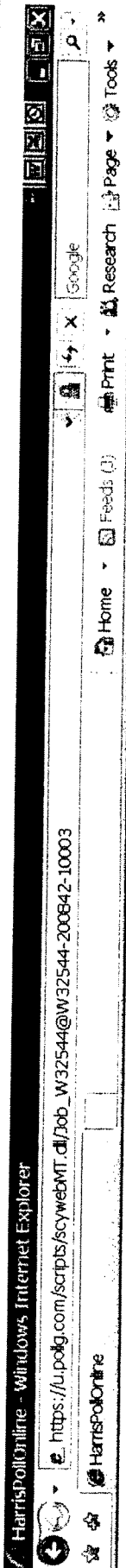
- ☐ Power toothbrush (battery or rechargeable)
- ☐ Regular (non-power) toothbrush
- ☐ Do not brush



RESUME LATER







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In this survey we're going to show you some advertising for a power toothbrush. There will be a total of four screens. When you click the forward arrow button you'll see the first screen. Please read it before going on to the following screen. Depending on the size of your computer screen you might have to scroll down to see all of the text and/or the arrow button.

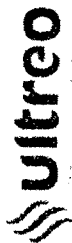


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Welcome to the ultimate ultrasound clean.

> Meet Ultrareo

Learn About Ultrareo

For Dental Professionals

About the Company

Meet Ultrareo

Questions & Answers

Customer Comments

Owner's Manual



Ultrareo's Ultrasound Waveguide Technology

Ultrareo is the first proven technology to combine groundbreaking ultrasound waveguide technology with precision-tuned sonic action.

Please click the forward arrow button to continue.

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RESUME LATER

start

Internet Explorer

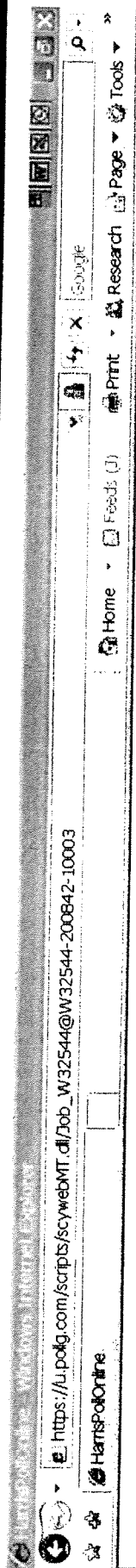
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The Difference is Ultrasound

Ultreo takes power brushing where it's never gone before. Invented at the University of Washington in association with former scientists, engineers and executives of Optiva Corporation (original developers of the Sonicare® toothbrush), Ultreo is the first power toothbrush to combine ultrasound waveguide technology with precisely tuned sonic bristle action. Ultreo's bristles create microbubbles that are powerfully activated by nearly 4 million cycles of ultrasound energy per brushing channeled by a proprietary ultrasound waveguide. The result is an incredible, long-lasting feeling of clean. [Learn More](#)



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Ultrio Features

Sonic Bristles With Power Tip
 Sonic action bristles with power tip creates microbubbles and cleans away plaque upon contact

Ultrasound Waveguide
 Channels ultrasound energy into the bubbles

Auto Shut-Off Timer
 Automatically shuts off after the dental professional recommended 2 minutes of brushing time

Brushing Interval Signal
 Signals every 30 seconds to help you clean all areas of your mouth equally

Programmable Brush Head Replacement Indicator
 When it's time to change your brush head, the word "REPLACE" will illuminate. Programmable for 1 or 2 users per handle

Battery Charge Status Indicator
 Tells you the level of charge on the battery. With a full charge, you can use Ultrio for up to 28 brushings without additional charging

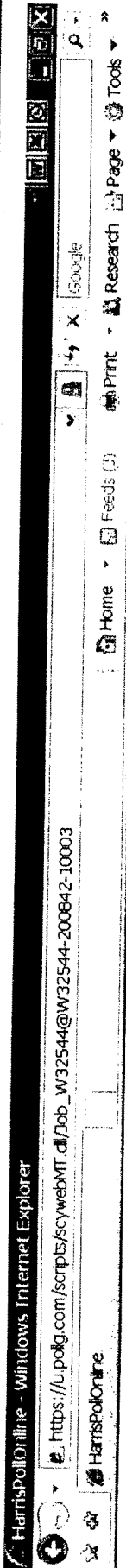
How Ultrio Works

Ultrio is the first power toothbrush to combine ultrasound waveguide technology with precisely tuned sonic bristle action. Ultrio's bristles create microbubbles that are powerfully activated by nearly 4 million cycles of ultrasound energy per brushing, channeled by a proprietary ultrasound waveguide.

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Ultreeo Benefits

A Deep Clean

Ultreeo's combination of ultrasound waveguide technology and sonic bristle action can remove hard-to-reach plaque for an incredibly deep feeling of clean

A Faster Clean

Ultreeo has been clinically proven to remove up to 95% of plaque from hard-to-reach areas in the first minute of brushing

Naturally Whiter Teeth

Ultreeo has been clinically proven to remove surface stains for naturally whiter teeth in just 14 days

Improved Gum Health

Ultreeo has been clinically proven to reduce gingivitis in just 30 days

A Safe and Gentle Clean

Ultreeo is shown to be safe and gentle for everyday use on gums, natural tooth surfaces and dental work

A Brushing Experience People Love

8 out of 10 people who used Ultreeo in a recent study would switch to Ultreeo from their current power toothbrush. And of those who expressed a preference, 8 out of 10 thought the overall cleaning provided by Ultreeo was better compared to the power toothbrush they normally use

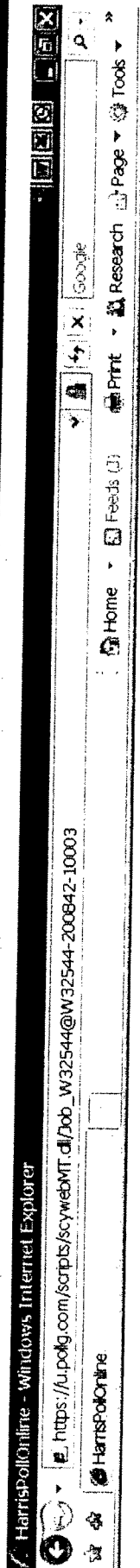
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Now we have some questions about what you saw. For all questions, please give your opinion if you have one, but if you don't know or have no opinion, that's perfectly ok.

In the box below, please describe how the Ultreo toothbrush works. Please be as specific as you can and include details.

PROGRESS

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Based on what you just saw, do you think the Ultreo toothbrush is different from other power toothbrushes, or not?

- ☐ Yes
- ☐ No
- ☐ Don't know

Progress bar with "PROGRESS" label and a "RESUME LATER" button.

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In what way is it Ultreo different? Please be as specific as you can and include details.

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PROGRESS

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In what you read, do you recall them mentioning that Ultreo uses ultrasound technology?

- ☐ Yes
- ☐ No
- ☐ Don't know

PROGRESS

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Based on what you read, does the ultrasound provide any benefit to the user, or not?

- ☐ Yes
- ☐ No
- ☐ Don't know

Progress bar with a full arrow on the left and an empty arrow on the right.

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What is the benefit of the ultrasound? Please be as specific as you can and include details.

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In what you read, do you recall them saying that Ultreo provides a deep feeling of clean?

- ☐ Yes
- ☐ No
- ☐ Don't know

PROGRESS 0%
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Based on what you read, is there any benefit to the user of having a deep feeling of clean?

- ☐ Yes
- ☐ No
- ☐ Don't know

Progress bar with arrows at both ends.

PROGRESS 100%

RESUME LATER

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Icons: Home, Feeds (1), Print, Research, Page, Tools

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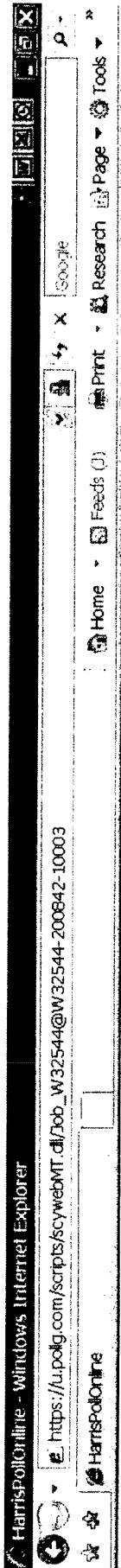
What is the benefit of a deep feeling of clean? Please be as specific as you can and include details.

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PROGRESS

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RESUME LATER



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How would you rate the advertising in terms of its ability to make you interested in buying an Ultreo toothbrush?

- ☐ It made me very interested in buying one.
- ☐ It made me somewhat interested in buying one.
- ☐ It had no impact on my interest in buying one.
- ☐ It made me somewhat less interested in buying one.
- ☐ It made me very less interested in buying one.

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In what you read, do you recall them saying how much an Ultreo toothbrush costs?

- ☐ Yes
- ☐ No
- ☐ Don't know

Progress bar with "RESUME LATER" button and navigation arrows.

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How much did they say it cost?

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How often do you brush your teeth?





- ☐ Less than once a day
- ☐ Once a day
- ☐ Twice a day
- ☐ Three or more times a day

PROGRESS 100% 

[RESUME LATER](#)

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Do you floss your teeth?

- ☐ Yes
- ☐ No



PROGRESS BAR



RESUME LATER

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Search: Google

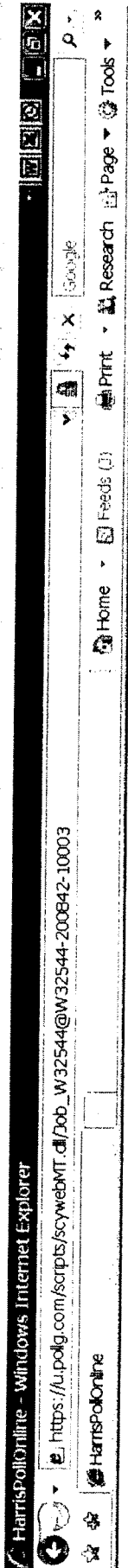
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How often do you floss your teeth?

- ☐ Less than once a day
- ☐ Once a day
- ☐ Twice a day
- ☐ Three or more times a day

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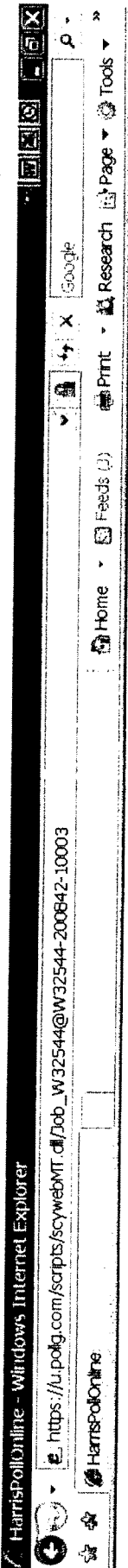
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Our next series of questions is for classification purposes and will help us properly analyze responses to this survey. As you may already know, we never disclose the identity of any individual. Your answers will always be kept strictly confidential.

What is the highest level of education you have completed or the highest degree you have received?

- ☐ Less than high school
- ☐ Completed some high school
- ☐ High school graduate or equivalent (e.g., GED)
- ☐ Completed some college, but no degree
- ☐ Associate's degree
- ☐ College graduate (e.g., B.A., B.S.)
- ☐ Completed some graduate school, but no degree
- ☐ Completed graduate school (e.g., M.S., M.D., Ph.D.)





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Which one of the following income categories best describes your total 2006 household income before taxes?
Please select only one response below.

- ☐ Less than \$25,000
- ☐ \$25,000 to less than \$40,000
- ☐ \$40,000 to less than \$75,000
- ☐ \$75,000 to less than \$100,000
- ☐ \$100,000 to less than \$125,000
- ☐ \$125,000 to less than \$150,000
- ☐ \$150,000 to less than \$175,000
- ☐ \$175,000 to less than \$200,000
- ☐ \$200,000 or more
- ☐ Decline to answer

Why do we ask this question?



RESUME LATER



Official Sweepstakes rules.

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